

FIG. 1

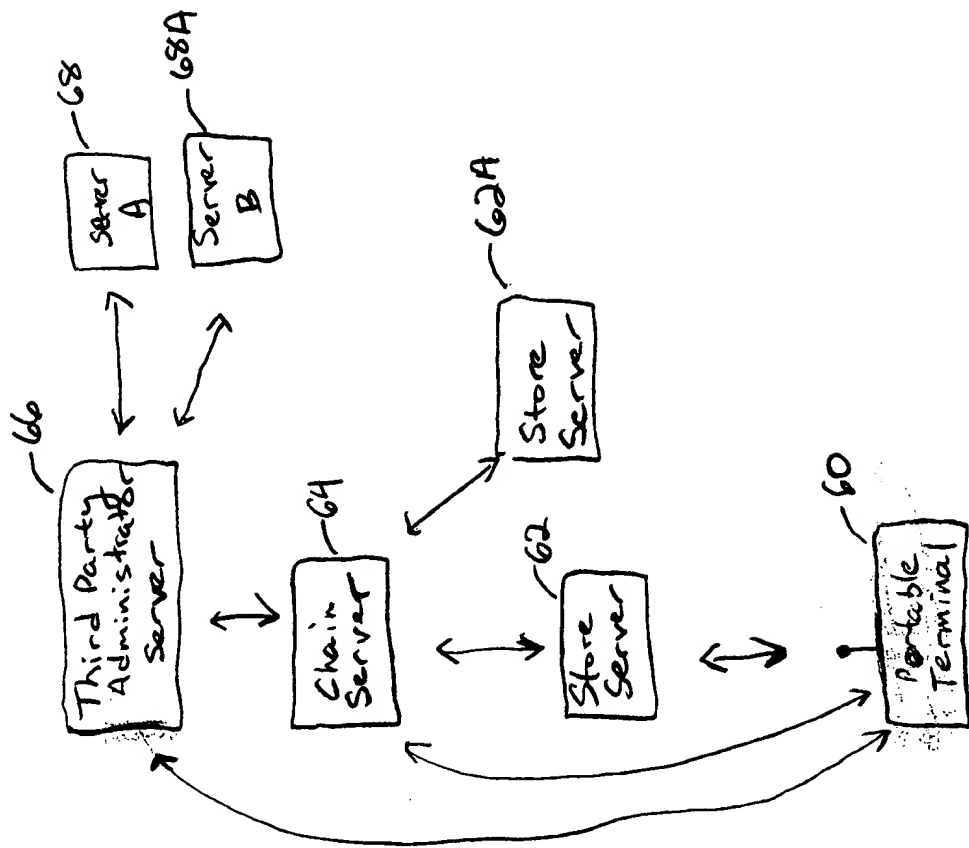


Fig 1A

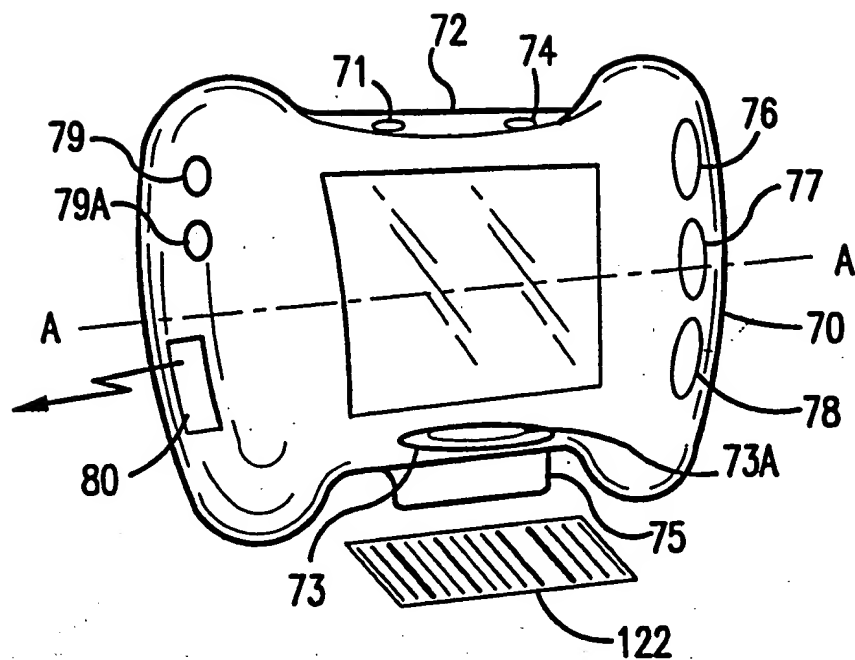


FIG. 2

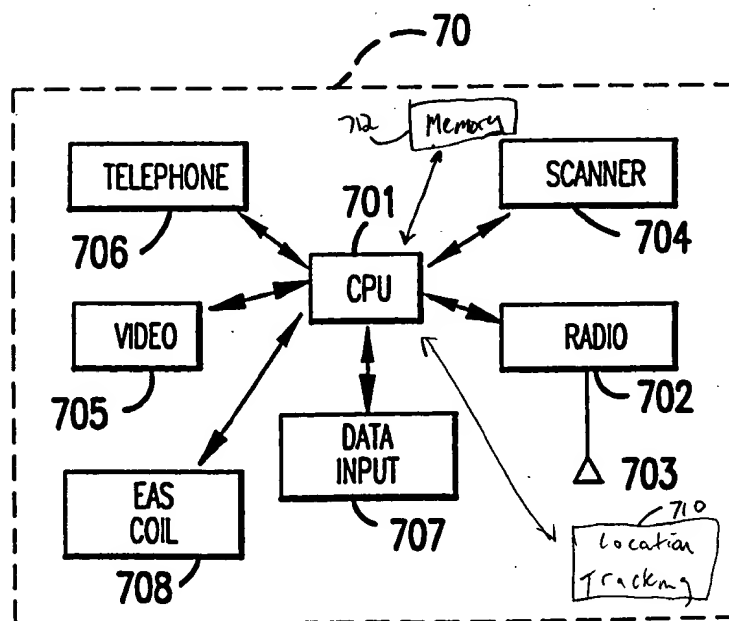


FIG. 3

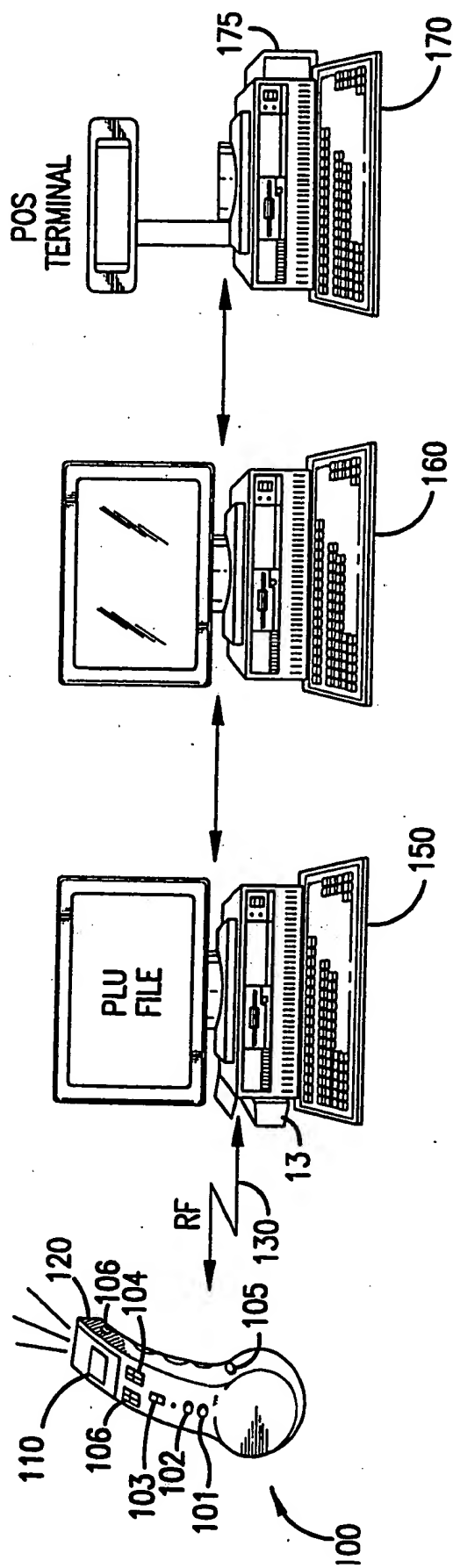


FIG.4

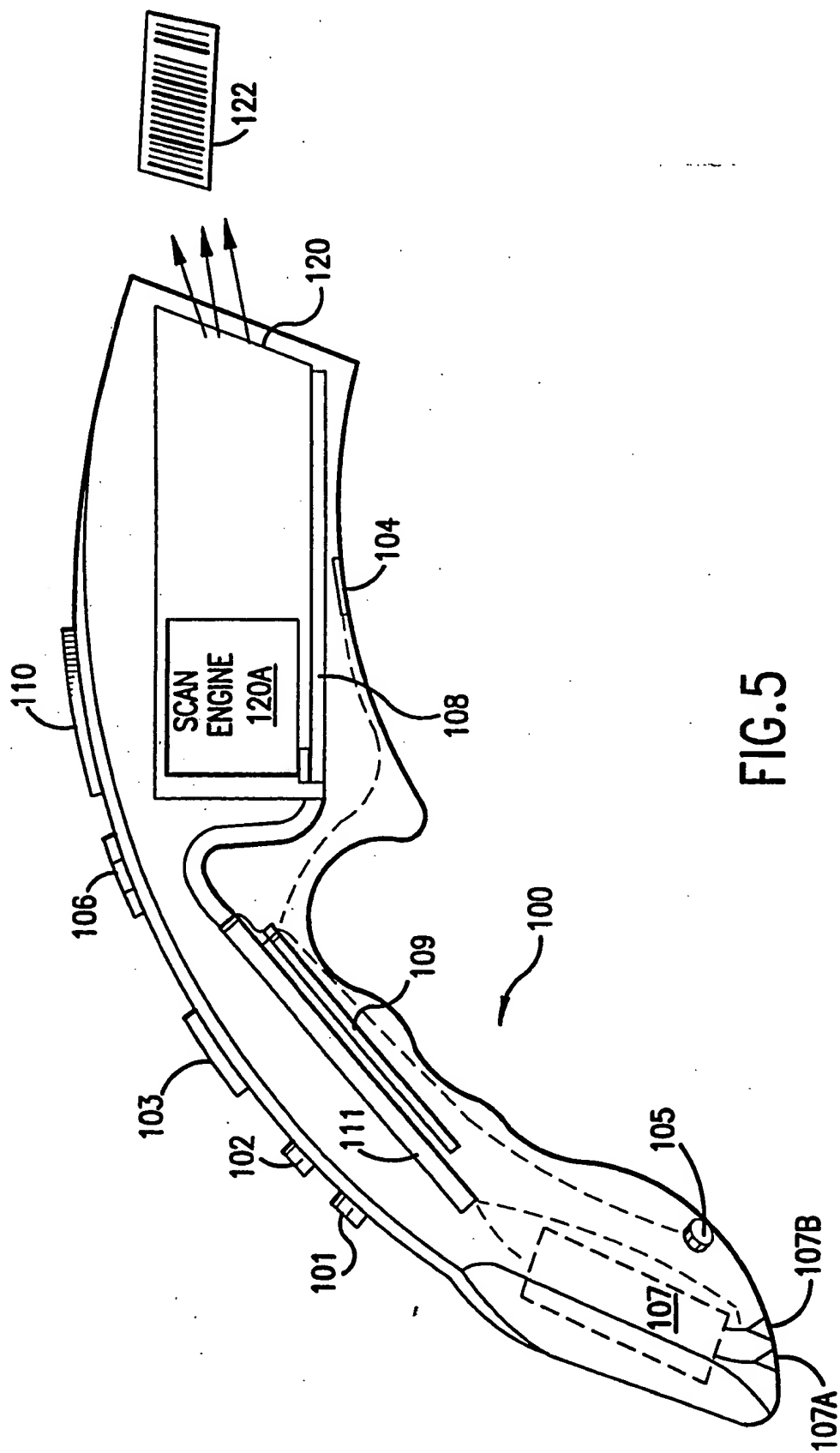


FIG. 5

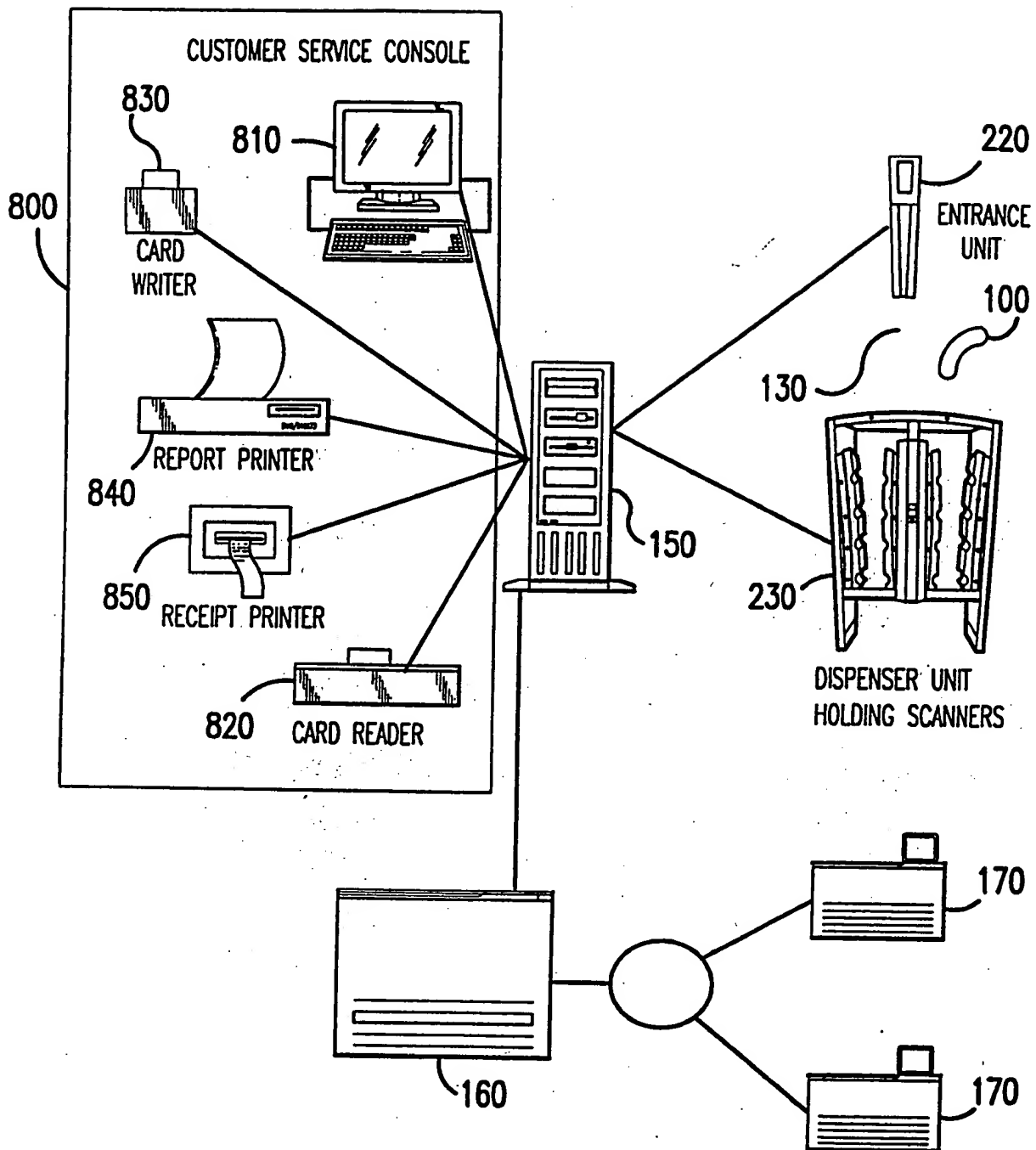


FIG. 6

0990597-12101

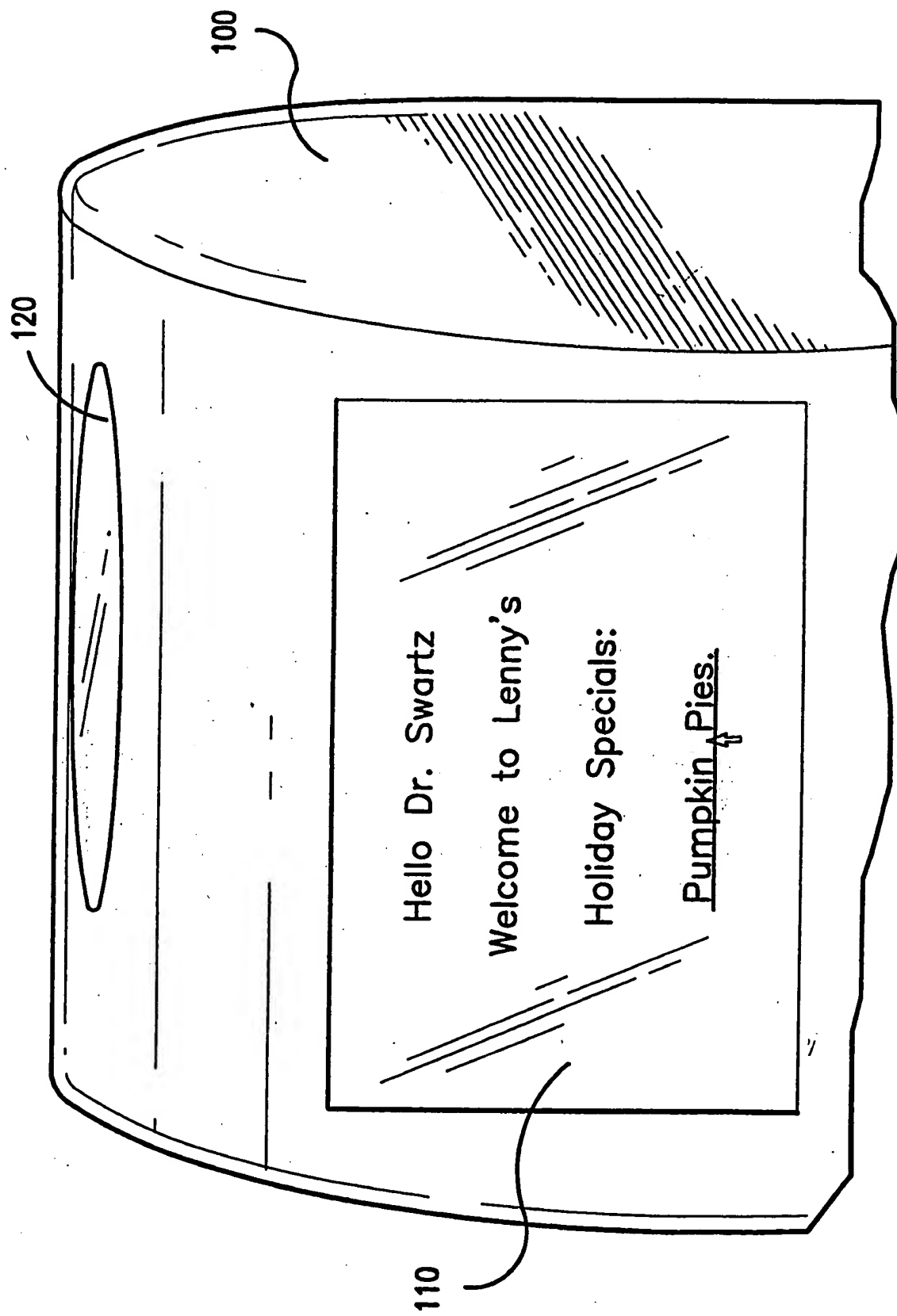


FIG. 7A

TOP SECRET 46506660

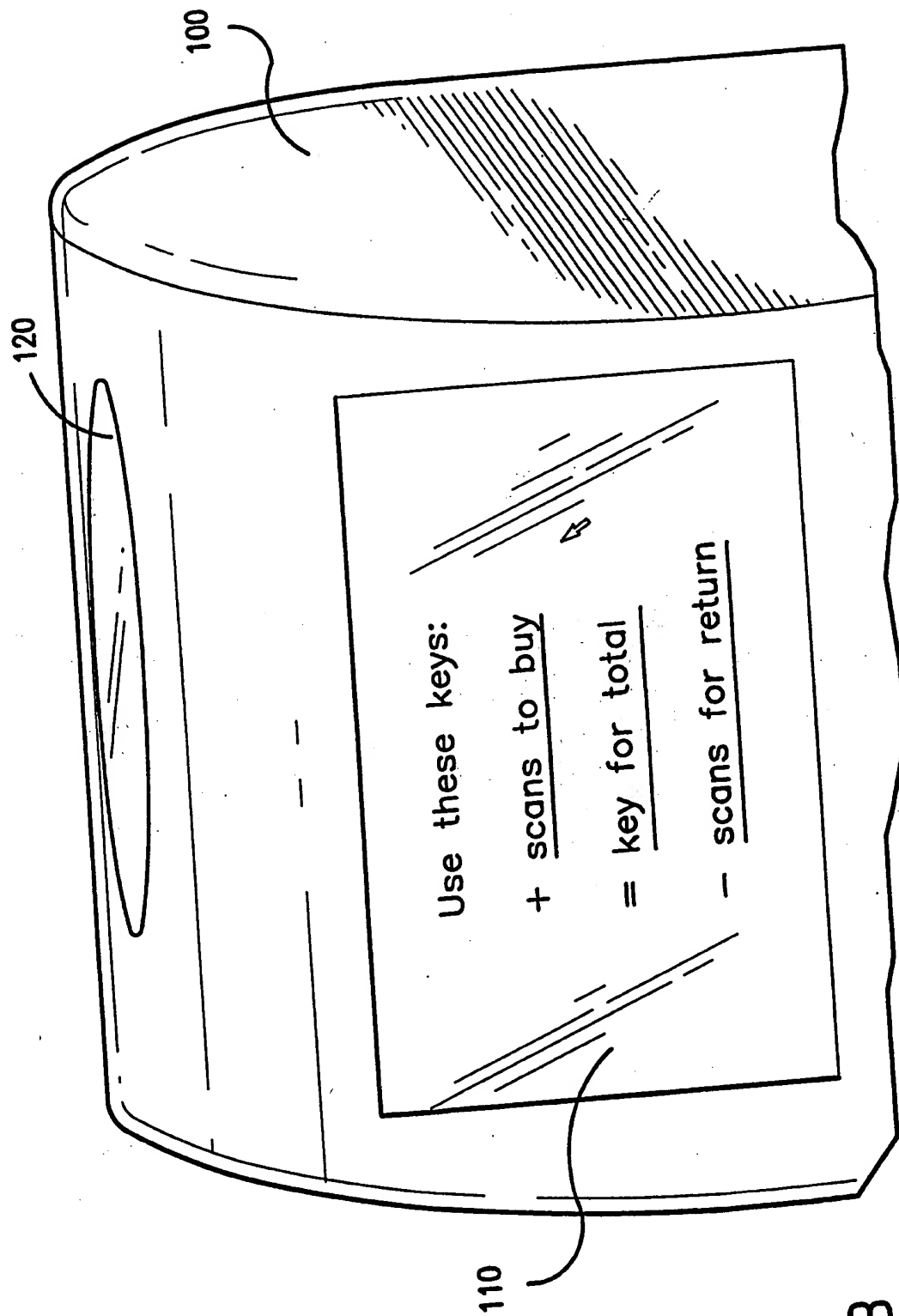


FIG. 7B

FOI b7E 26506660

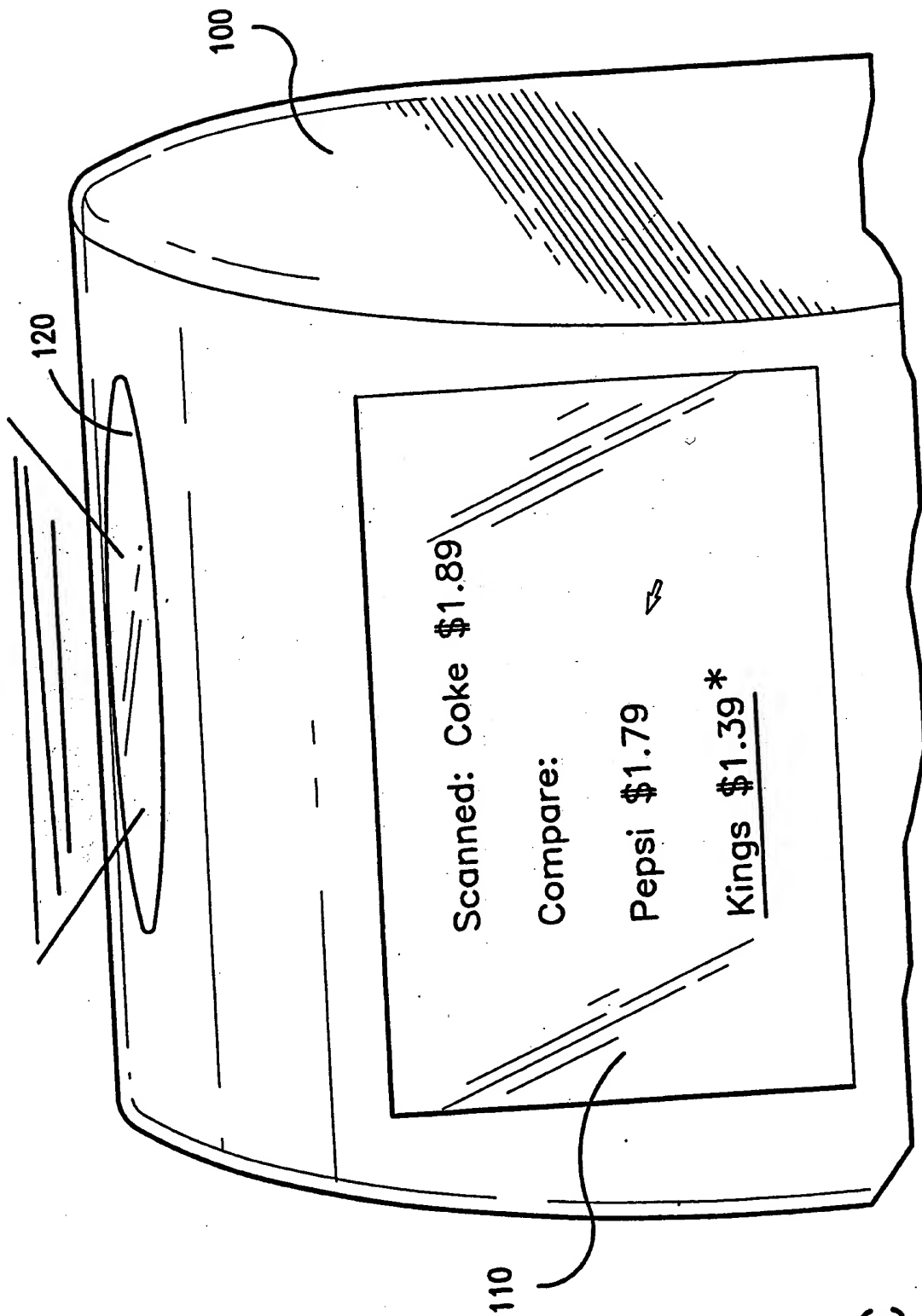


FIG. 7C

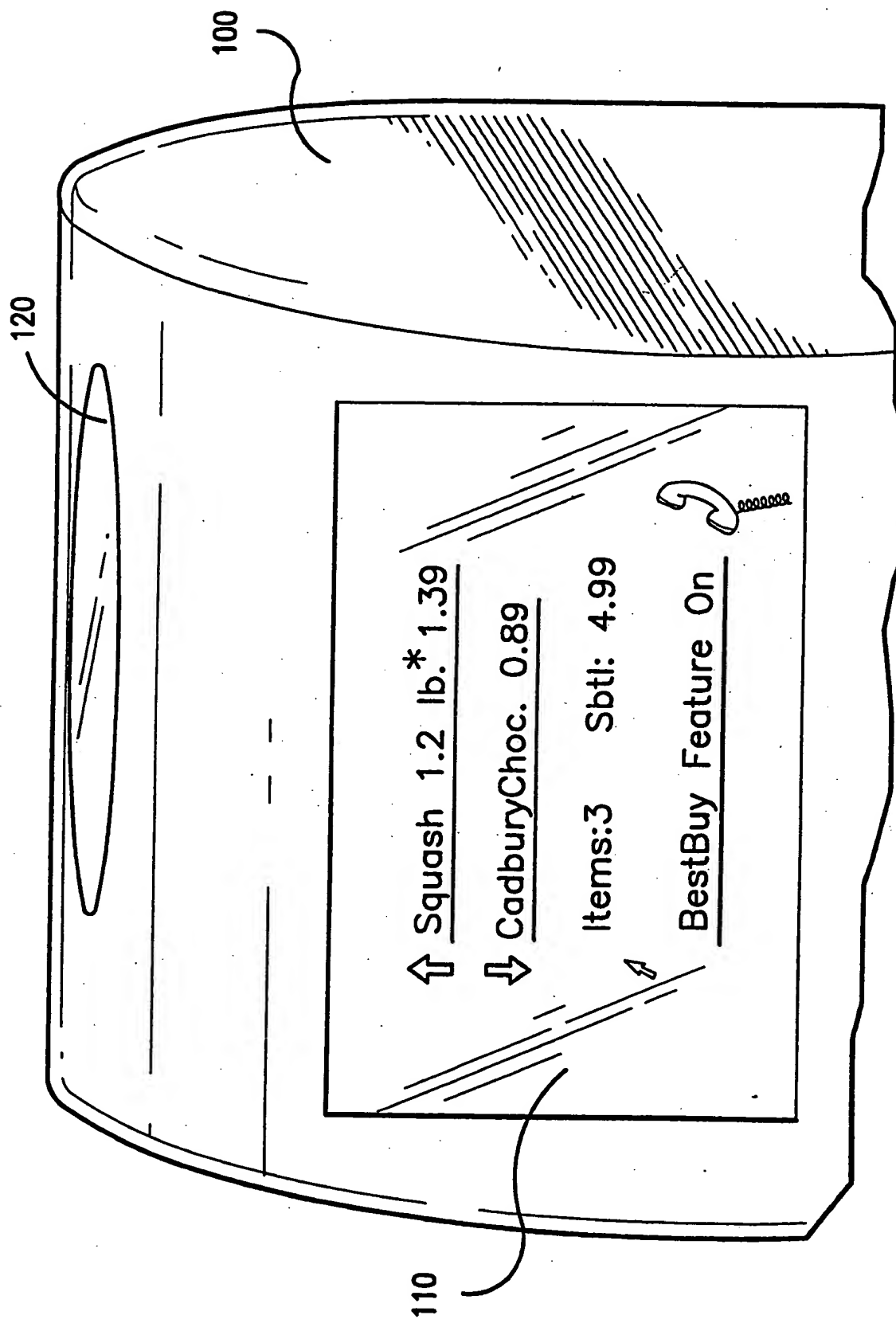


FIG. 7D

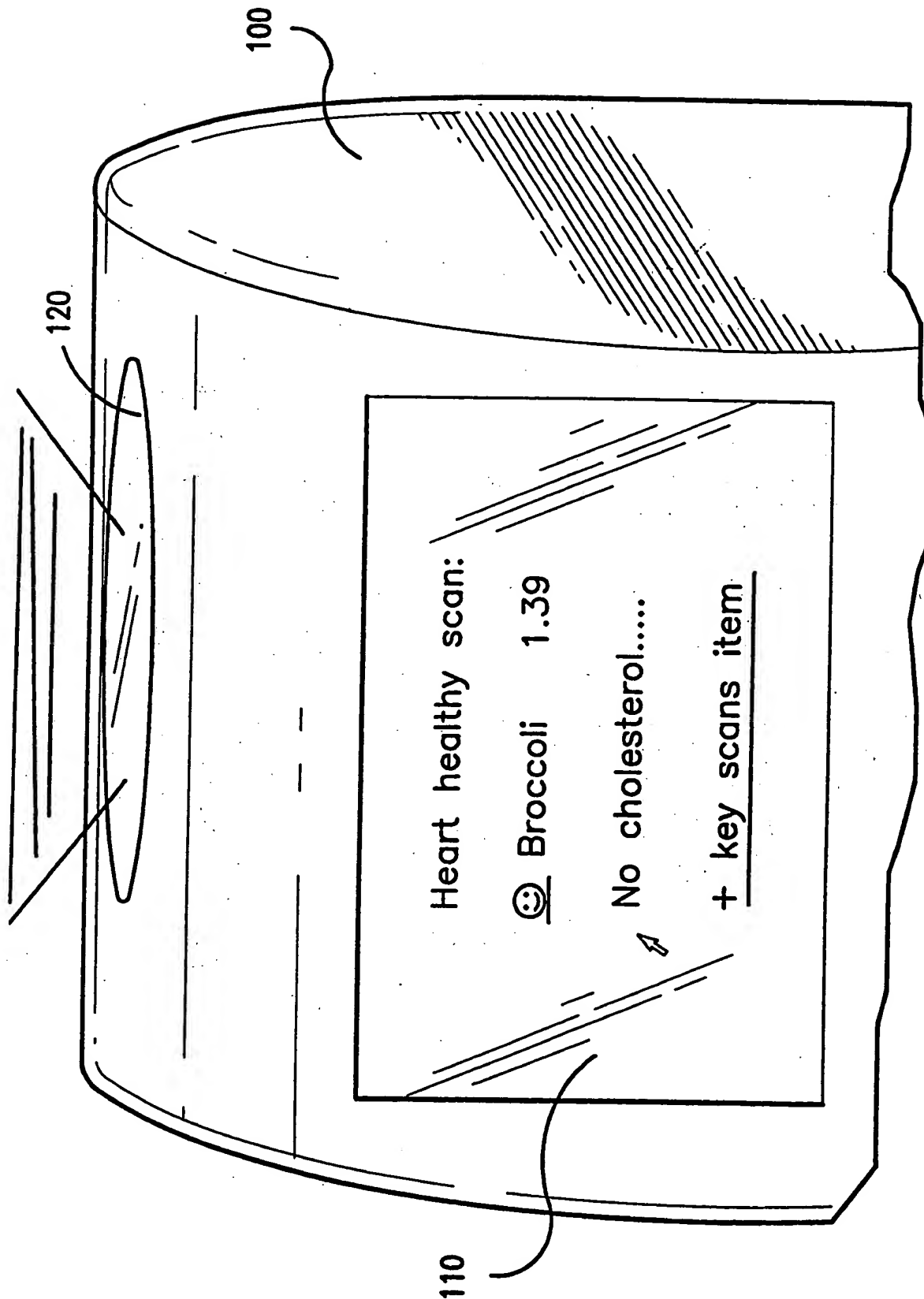


FIG. 7E

0990597 . 112101

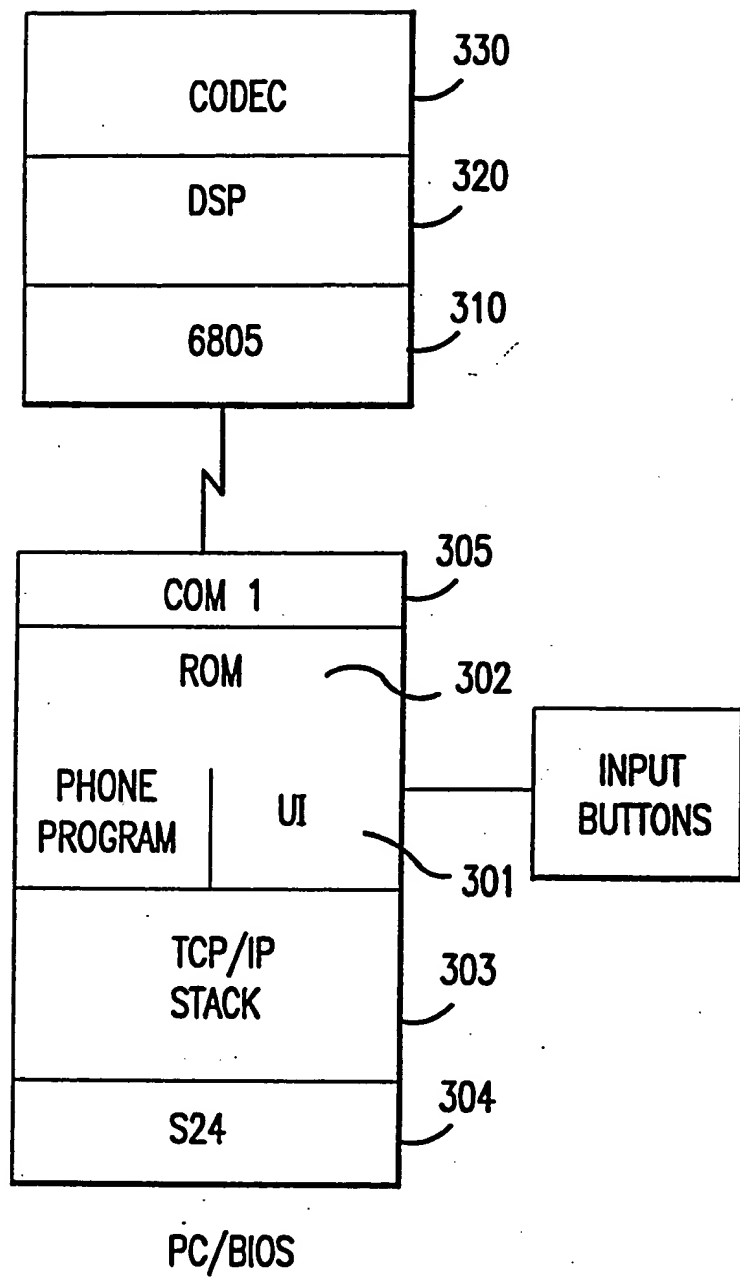


FIG.8 A

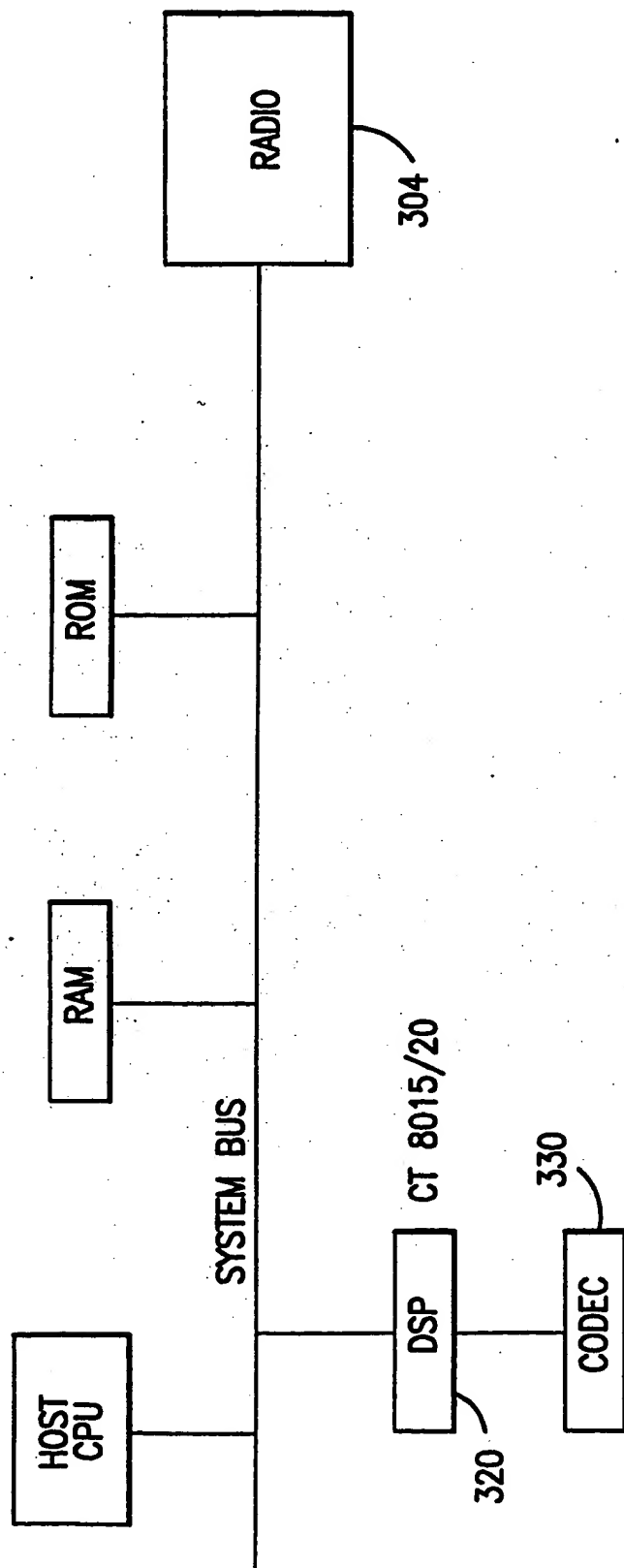


FIG. 8B

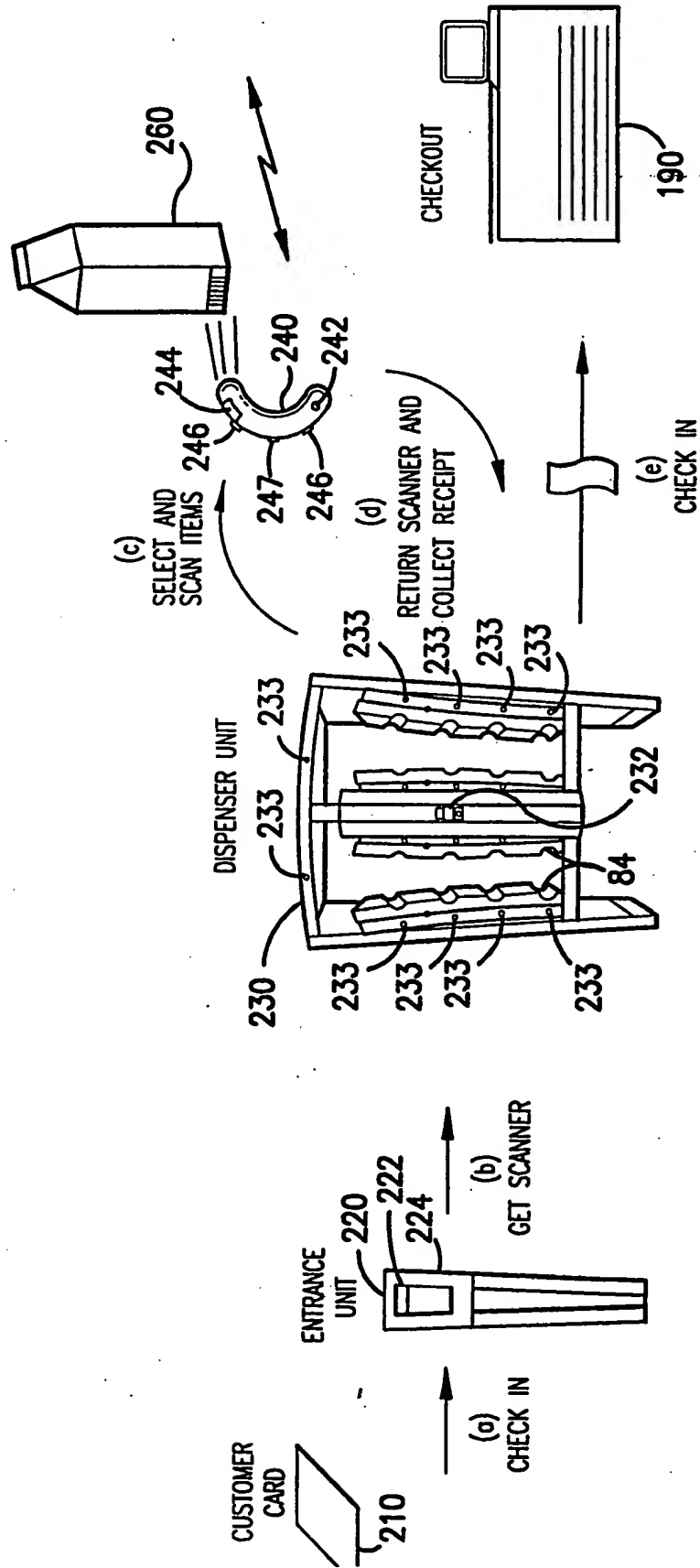


FIG. 9

09990597-112104

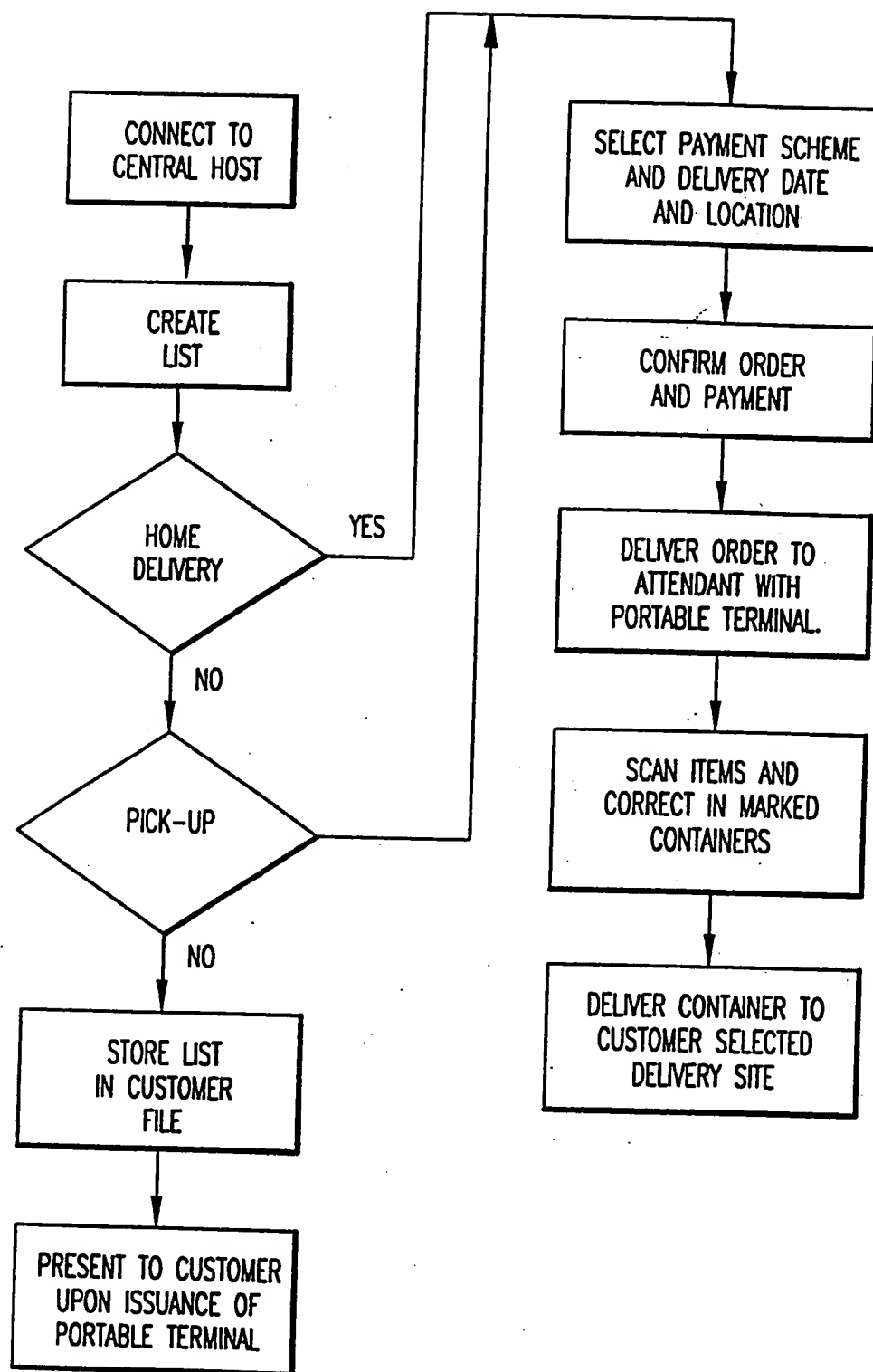


FIG.10

09990597 "1.12101
TOTAL" 2650660

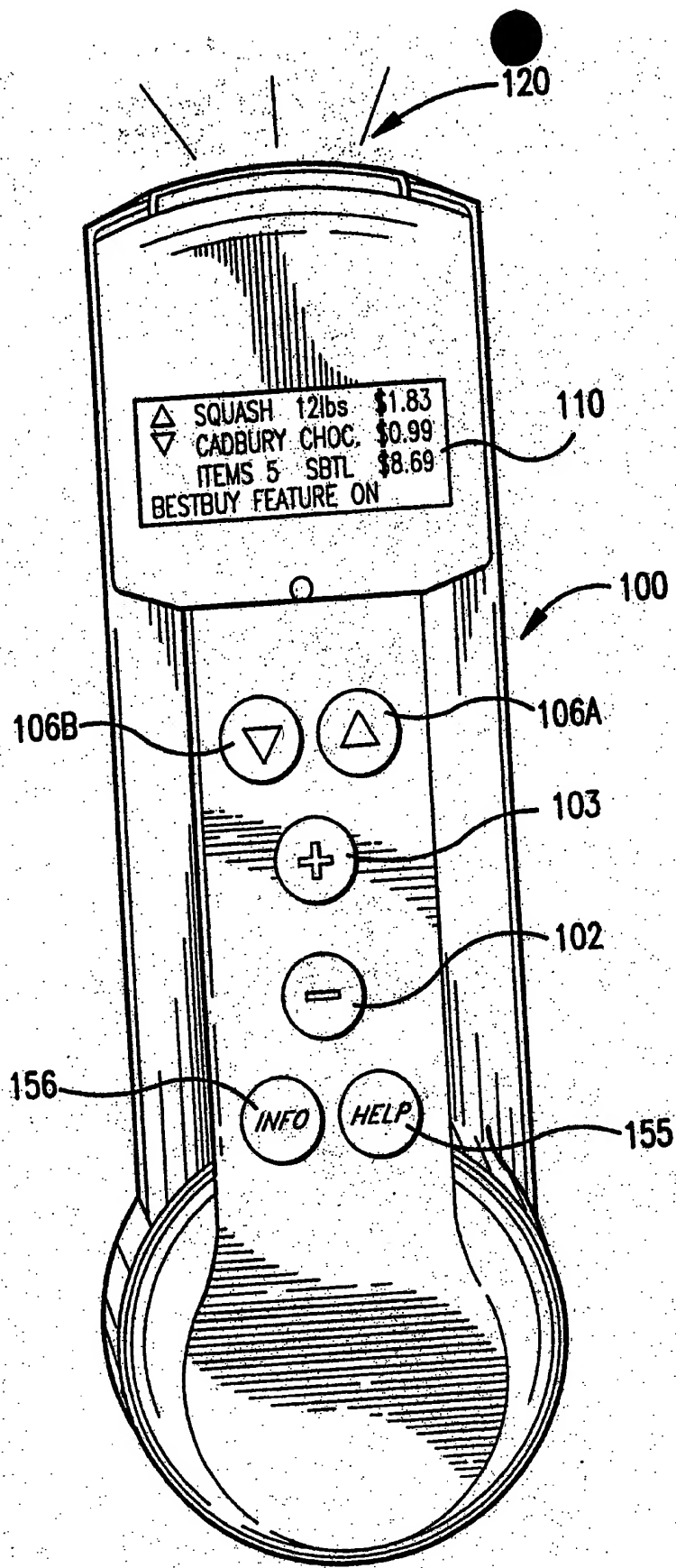


FIG.11

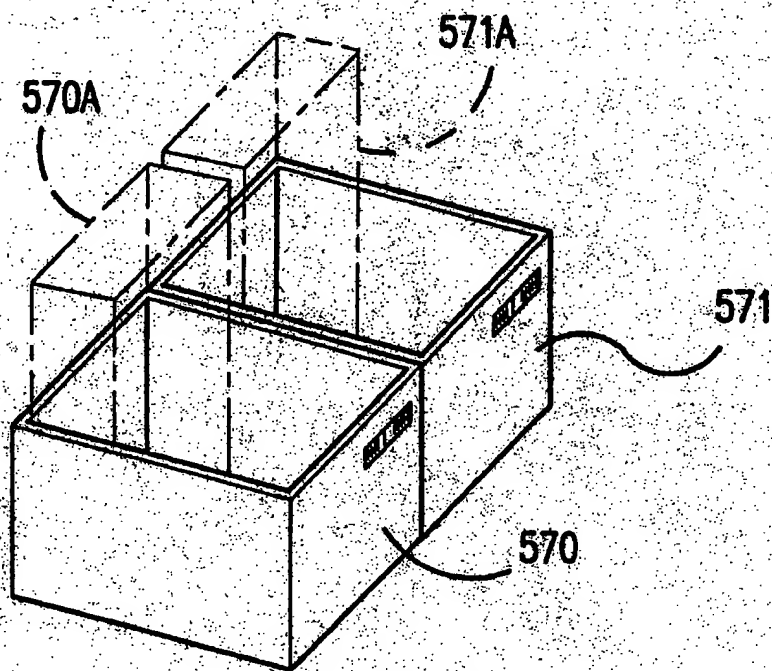
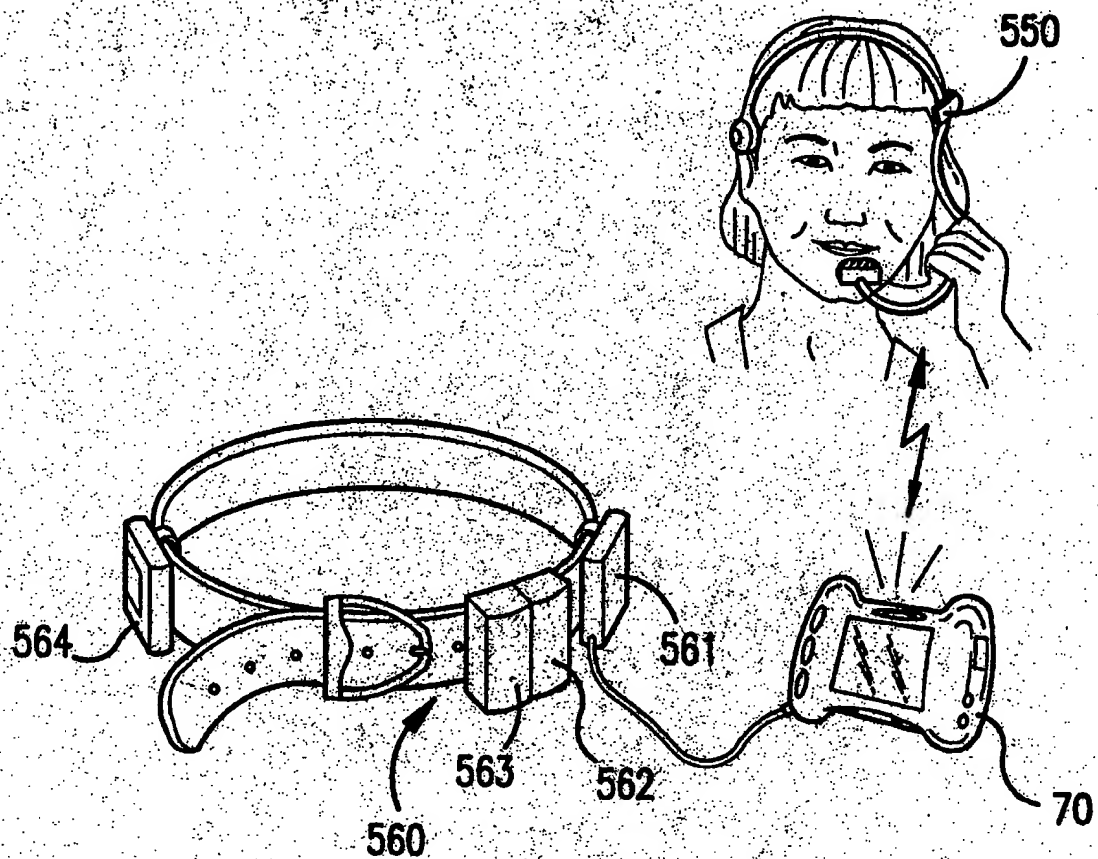


FIG.12

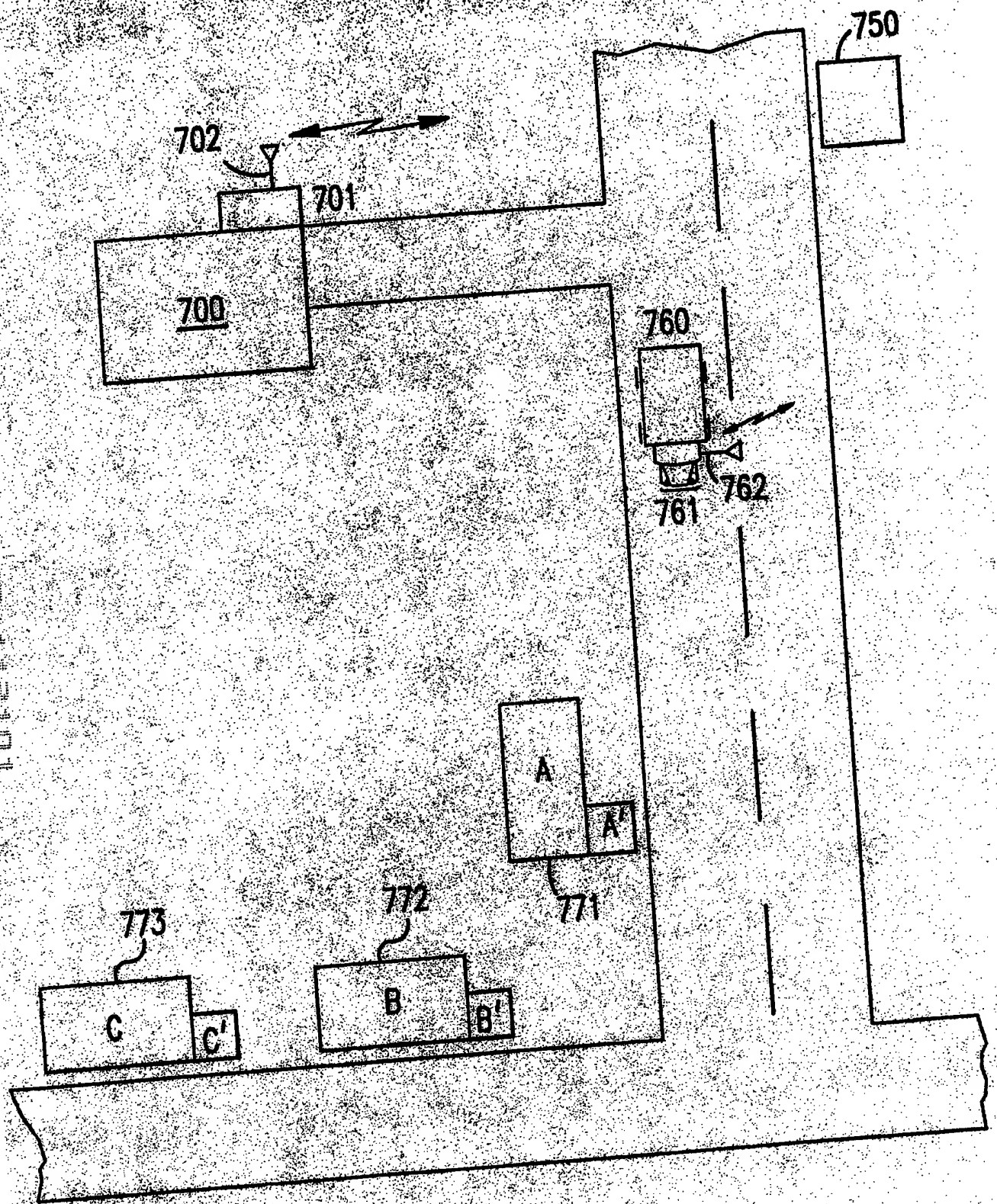


FIG. 13

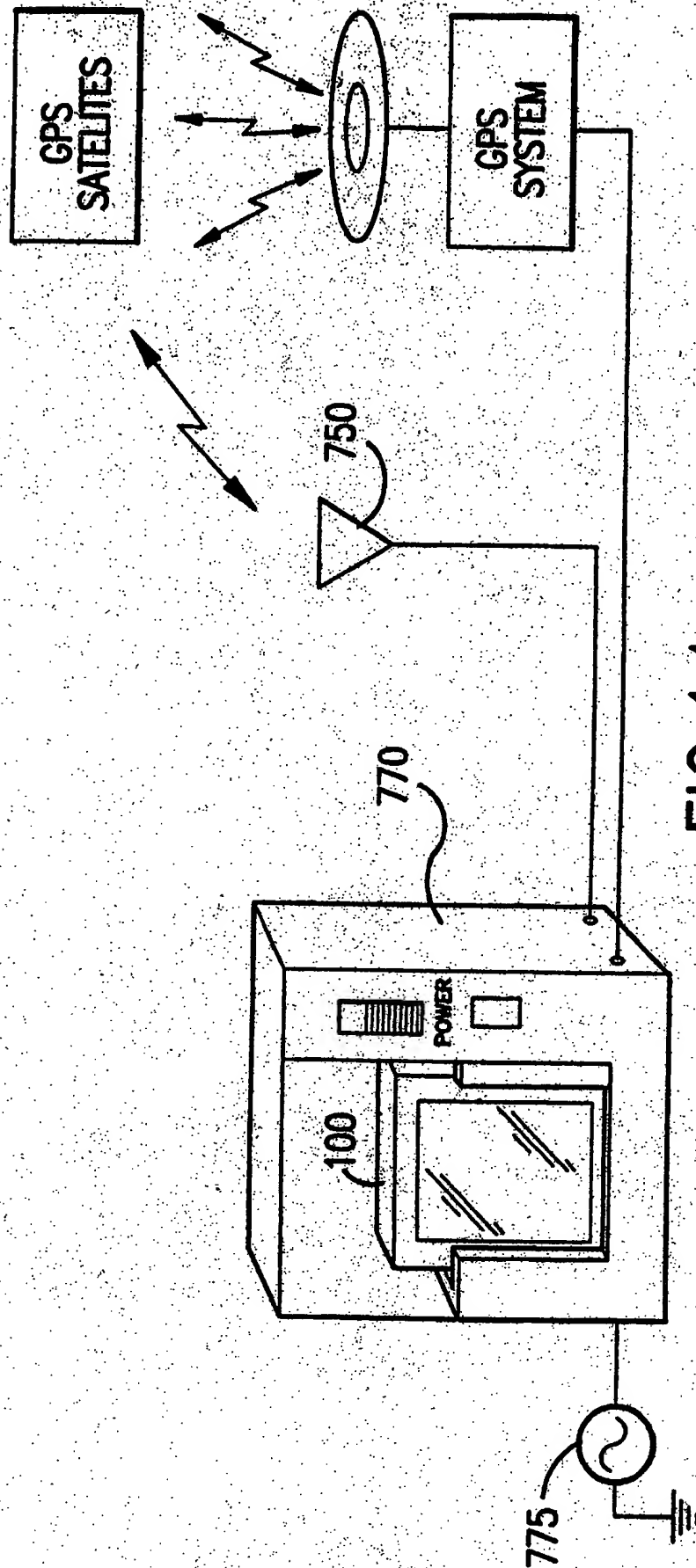


FIG. 14

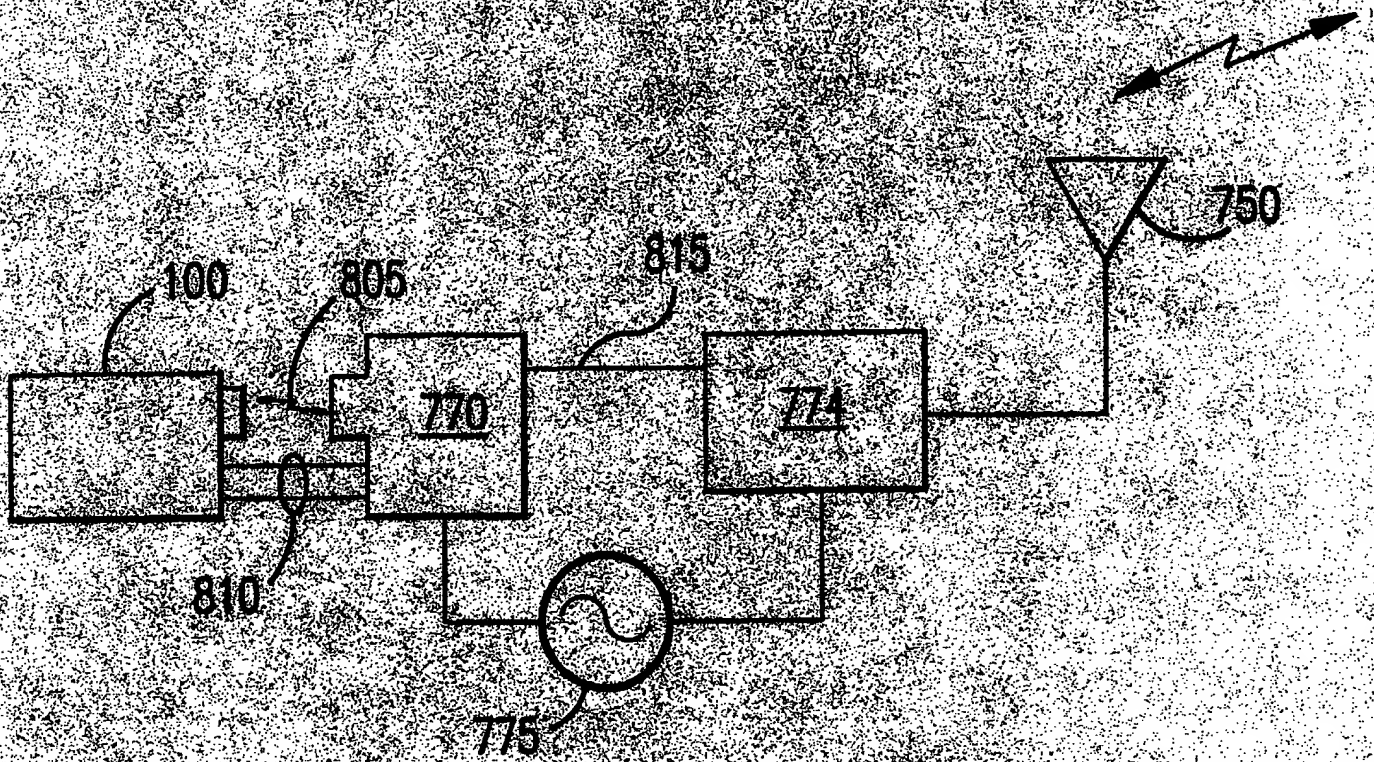


FIG. 15

FOOTPRINT 26506660

Figure 16

| 902 / | 904 / | 906 / | 908 / | 910 / | 912 / | 914 / | 916 / |
|---------------------------------|--------------|-----------------------------------|--|---------------------------------|------------------------|------------|---------------|
| Product ID | General Type | Characteristics | Nutritional Value | Uses | Advertisements | Expiration | Replenishment |
| 0001 (2 lbs Zorro Pretzels) | Snack | Family size | 0 fat/serv., 0 cholesterol, 45 Carbs./serv., 4 protein/serv. | Party, snacks | In circular | 18 months | 4 |
| 0002 (1 liter Store Brand cola) | Beverage | Caffeine free, good profit margin | 0 fat/serv., 100 carbs/serv., 0 protein/serv. | Party, dinner | TV commercial | 18 months | 2 |
| 0003 (30 gal. garbage bags) | House wares | High profit margin | N/A | Staple, parties cleaning | In newspaper | N/A | 6 |
| 0004 (Piggy Brand Sausage) | Meat | High fat product | 22 fat/ serv., 30 carbs/serv., 40 protein/serv. | Dinner, barbeque | No ads in last 4 weeks | 1 week | 6 |
| 0005 (blueberries) | Fruit | High profit margin | 0 fat/serv., 10 carbs/serv., 1 protein/serv. | Snacks, pancakes, blueberry pie | In circular | 5 days | 6 |
| 0006 (Zap Brand Greeting card) | Stationery | Birthday card, High profit margin | N/A | Party | No ads in last 4 weeks | N/A | 5 |

TOTAL " 26506660

Figure 17

| 902 / | 918 / | 920 / | 922 / | 924 / | 926 / | 928 / | 930 / |
|---------------------------------|--------|--------|----------------|----------------------|-------------------------------|-----------|---------------|
| Product ID | Price | Profit | Expense Factor | Available Promotions | Location | Inventory | Next Shipment |
| 0001 (2 lbs Zorro Pretzels) | \$3.99 | \$.75 | 2 | .35 discount | Aisle 10, section 5, shelf 3 | 52 | In 48 hours |
| 0002 (1 liter Store Brand cola) | \$.95 | \$.15 | 3 | none | Aisle 10, section 4, shelf 3 | 67 | In 5 days |
| 0003 (30 gal. garbage bags) | \$3.95 | \$1.00 | 1 | .50 discount | Aisle 11, section 3, shelf 4 | 39 | In 7 days |
| 0004 (Piggy Brand Sausage) | \$4.92 | \$.50 | 4 | none | Aisle 3, section 5, shelf N/A | 35 | In 5 days |
| 0005 (blueberries) | \$3.00 | \$1.00 | 8 | \$.25 | Aisle 1, section 5, shelf N/A | 122 | In 6 hours |
| 0006 (Zap Brand Greeting card) | \$3.50 | \$1.50 | 1 | none | Aisle 12, section 3, shelf 3 | 22 | In 2 weeks |

FOI b7E 2650660

Figure 18

| 940 / | 938 / | 936 / | 934 / | 932 / | 902 / | 940 / |
|---------------------------------|---|--|--|---|--|----------|
| Product ID | Nutritional Alternatives | Competitive Alternatives | Substitutes | Complementary Products | Products in the Area | |
| 0001 (2 lbs Zorro Pretzels) | 0028 (Zorro, No salt pretzels) | 0023 (Store brand pretzels), 0024 (Wise Guy brand pretzels) | 0025 (Zorro potato chips), 0027 (Store brand popcorn) | Soda, beer, potato chips, popcorn | 0023, 0024, 0025, 0027, 0028, 0002, 0012, 0014, 0015, 0016 | |
| 0002 (1 liter Store Brand cola) | 0012 (Store brand diet cola), 0013 (Store brand juice) | 0014 (Tony's Brand Cola), 0015 (Acne brand cola) | 0016 (Pop's brand root beer) | Straws, Frozen pizza | 0023, 0024, 0025, 0027, 0028, 0002, 0012, 0014, 0015, 0016 | |
| 0003 (30 gal. garbage bags) | N/A | 0044 (Store brand bags) | 0048 (garbage container) | Window cleaner, tile cleaner, air freshener | 0045 (sandwich bags), 0049 (air freshener) | |
| 0004 (Piggy Brand Sausage) | 0050 (Acne Turkey sausage) | 0055 (Store brand sausage) | 0057 (ground beef) | Peppers, Italian bread | 0050, 0055, 0057, 0058 (poultry) | |
| 0005 (blueberries) | None | None | 0062 (raspberries), 0064 (strawberries) | Sugar, flour | 0062, 0064 | |
| 0006 (Zap Brand Greeting card) | N/A | 0072 (Acne brand cards) | 0078 (stationary) | Gifts, birthday candles | 0074 (magazines) | |

Figure 19

Customer ID Number 10-0001:

| | |
|---------------------|----------------------------|
| Shopping Visit: | 6/16/01 |
| Start of Visit: | 10:15 am |
| End of Visit: | 10:58 am |
| Total items: | 65 |
| Total cost: | \$87.32 |
| Products purchased: | 0002, 0006, 0050, ... 1234 |
| Shopping Visit: | 6/23/01 |
| Start of Visit: | 9:15 am |
| End of Visit: | 9:45 am |
| Total items: | 37 |
| Total cost: | \$55.52 |
| Products purchased: | 0002, 0016, 0058, ... 1234 |
| Shopping Visit: | 6/30/01 |
| Start of Visit: | 1:00 pm |
| End of Visit: | 1:18 pm |
| Total items: | 15 |
| Total cost: | \$47.62 |
| Products purchased: | 0002, 0005, 0050, ... 1234 |
| Shopping Visit: | 7/7/01 |
| Start of Visit: | 10:13 am |
| End of Visit: | 11:10 am |
| Total items: | 75 |
| Total cost: | \$97.42 |
| Products purchased: | 0002, 0006, 0058, ... 1234 |

Figure 20

Customer ID Number 10-0001

| Products Purchased | Linked Products | Price Sensitivity Factor | Replenishment Frequency | Date of visit | 958 / | 958 / | 958 / | 958 / | 958 / |
|--------------------|------------------------------------|--------------------------|-------------------------|---------------|-------|-------|-------|-------|-------|
| 0002 | N/A | 1 | 1 | 6/16/01 | 958 / | 958 / | 958 / | 958 / | 958 / |
| 0005 | 0045, 0067, 0072, 0089, 0139, 0202 | 5 | 7 | -- | 958 / | 958 / | 958 / | 958 / | 958 / |
| 0006 | 0090 | 2 | 3 | 6/16/01 | 958 / | 958 / | 958 / | 958 / | 958 / |
| 0016 | N/A | 4 | 4 | -- | 958 / | 958 / | 958 / | 958 / | 958 / |
| 0050 | N/A | 3 | 3 | 6/16/01 | 958 / | 958 / | 958 / | 958 / | 958 / |
| 0058 | 0016 | 3 | 3 | -- | 958 / | 958 / | 958 / | 958 / | 958 / |

Figure 21

Customer ID Number 10-0001

Visit: 6/16/01

| Product Purchased | Product selection order | Discount available for product? | Discount applied to product? | Discount available on competing product? |
|-------------------|-------------------------|---------------------------------|------------------------------|--|
| 0002 | 4/65 | No | N/A | Yes |
| 0006 | 45/65 | Yes | Yes | No |
| 0050 | 39/65 | Yes | No | No |